

PRESS RELEASE

For immediate release

LODHA GROUP CHOOSES MADISON MEDIA

Mumbai, October 3, 2007: Mumbai based developer Lodha Group which was recently in the news for the largest FDI investment in the realty sector in India (\$425mn) has chosen Madison Media as its strategic media partner. The Lodha group currently has over 25 million sq. ft. in and around Mumbai under development across 27 projects and has a land bank of around 4,000 acres.

It is understood that Madison Media won this AOR assignment in a 3-way competitive pitch and the account is estimated to be worth Rs. 30 crores.

Says **Ms. Stuthi Vijayaraghavan, Senior Vice President- Strategy, Lodha Developers**, *“Communication will play an important role in projecting our corporate values and in highlighting our distinctive properties, as we address the opportunities in the Indian Realty Market. Madison Media bring significant analytical skills and out of the box thinking about media and communication, and we are confident that they will add tremendous value to us in building our brand”*

Says **Mr. Sam Balsara, Chairman & Managing Director, Madison Communications Pvt. Ltd.**, *“Given the boom in the realty market it is*

important for a company operating in this market to devise and execute communication strategy that differentiates it and positions it uniquely. We are confident that we can use our skills to project Lodha Group's image befitting the premium residential and commercial properties that they have planned."

The account will be serviced by Madison Media Sigma headed by Chief Operating Officer, Ms. Vanita Keswani who in turn will report to Madison Media Group CEO, Ms. Punitha Arumugam.

Madison Media handles a select number of large and prestigious clients including P&G, Gillette, Coca-Cola, Godrej Consumer Products, Godrej Sara Lee, Airtel, General Motors, Bacardi Martini, Kinetic, Playwin, TVS, Acer, Asian Paints, Marico, Tata Tea, Tata AIG, Radio Mirchi, Kotak and Cadbury. Recent wins by Madison Media include AIG, AXIS Bank (earlier UTI Bank), AOL and BBC World Service Trust. The Rs. 1,300-crore Madison Media is a part of Madison World, and also has specialist units in Creative, Outdoor, PR, Rural, Retail, Mobile, Sports Management and Entertainment.